

Producing Great Events Good for Your Community & Good for You!

For
Montana Main Street Association
by
Missoula Downtown Association

River City Roots Festival



Missoula Downtown Association

- Private, non-profit, membership-based organization
- Created in 1975 (33 years)
- Governed by volunteer Board of Directors elected by the membership
- 23 Board Members (working!)
- 450 members (30% outside CBD)

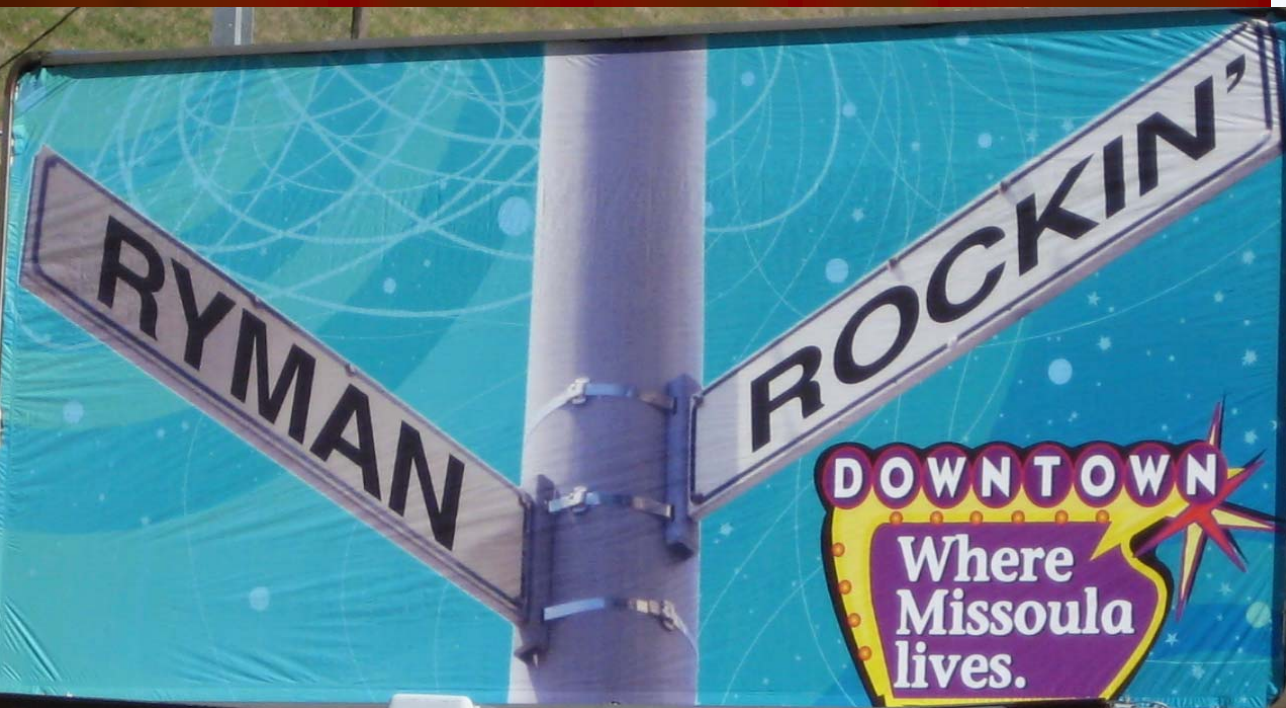


MDA Mission

“To promote, support and enhance the vitality of Downtown Missoula”

- Advocacy
- Marketing
- Membership
- Events
- Streetscapes
- Master Plan (first ever in 2008)





Membership Events

- Networking Socials
- Three per Month
- Rotating to Member Businesses
- Opportunity to Showcase Businesses
- Attendance: 30-75 each month
- Paid by Member Host

MDA Membership Socials (30)

- Coffee Talk
 - 8-9 am
 - Third Wednesday of Month
 - Coffee & Pastries
 - Host pays \$50
- Downtown on Tap
 - 5-7 pm
 - Last Tuesday of Month
 - Appetizers, Beer & Wine
 - Host pays \$75
- Membership Luncheons
 - 11:30am-1 pm
 - Second Tuesday of Month
 - Hosted by Restaurants
 - \$10 for lunch (to host)
 - Presenter/Lecture
 - Education

Membership Specials

- MDA Barbecue

- 300-400 attendance
- \$10 adults, \$5 kids
- All you can eat & drink
- Live music, kids' activities, raffle
- Food & beverage mostly donated by MDA members
 - Ribs on the River
 - Hawaiian Luau

- MDA Christmas Party

- 600-800 attendance
- Free
- Beer, wine, appetizers
- Partnership with Holiday Inn-Downtown
- Most reputable event



MDA's Community Events

- Out to Lunch
 - Weekly Summer Series June-August
 - Wednesdays 11 am-2 pm for 13 weeks
 - Live Music (2 bands)
 - Food Vendors (25-30)
 - Children's Activities
 - Average Attendance: 3,000-4,000 each week
 - Admission Free
 - Started in 1986

out to lunch

downtown missoula



MDA's Community Events

- Downtown ToNight
 - Weekly Summer Series June-August
 - Thursdays 5:30-8:30 pm for 13 weeks
 - Live Music (1 band)
 - Food Vendors (12-15)
 - Beer Garden (use both vendor & MDA)
 - Sell Wristbands for \$1 (check ID)
 - Children's Activities (rotating each week)
 - Average Attendance: 2,000-3,000 each week
 - Admission Free
 - Started in 2000

DOWNTOWN TONIGHT



MDA's Community Events

- Garden City BrewFest
 - First Saturday in May (tied to UM schedule)
 - 50 Beers on Tap (focus: Montana breweries)
 - Live Music (3 bands) & Food Vendors (3)
 - Average Attendance: 6,000-7,000
 - Admission Free
 - \$5 for glass, 2 tokens; \$1 per token after that
 - Started in 1991; Gifted to MDA in 2003



MDA's Community Events

- Garden City River Rod Run
 - Classic Car Show (totally unique audience)
 - Last Friday & Saturday in June
 - Show & Shine (average: 200 cars)
 - Parade (draws thousands to Higgins Avenue)
 - Live Music, Food Vendors, Beer Garden
 - Sponsor Displays (tables or vehicles)
 - Admission Free; \$35 Registration Fee
 - Average Attendance: 3,000-4,000
 - Started in 2001



MDA's Community Events

- River City Roots Festival
 - Missoula's Signature Celebration
 - Saturday & Sunday before UM Fall Semester
 - Music on Main (11 bands)
 - Juried Art Show (25 artists)
 - Children's Fun Festival (25-30 activities)
 - Four-Mile Run (300 runners)
 - Admission Free; Wristband & Mug \$6 (first beer free)
 - Average Attendance: 10,000 & growing
 - Started in 2006



MDA's Community Events

- Macy's Parade of Lights
 - Christmas Event First Saturday in December
 - Santa's Arrival
 - Lighting of the Community Christmas Tree
 - Winter Parade & Bonfire
 - Focus on Shopping & Entertainment
 - Admission Free
 - Average Attendance: 3,000-4,000
 - Started in 2004; Holiday Stroll in 1994



MDA's Community Events

Summary

● Out to Lunch	13 days
● Downtown ToNight	13 days
● Garden City BrewFest	1 day
● Garden City River Rod Run	2 days
● River City Roots Festival	2 days
● Macy's Parade of Lights	1 day
● TOTAL EVENTS DAYS	32 days

Caras Park

- Missoula's Community Living Room
- Outdoor Pavilion on the River
- Home to 75 Events Each Year (30 by MDA)
- Managed by the MDA; Owned by City
- Established in 1985
- Permanent Structure Erected in 1997
- 9,000 square feet; capacity 4,000 people
- Rental Rates: \$650 per day; \$550 for members



Other Annual Events in Caras Park

- Day of the Dead Parade
- Earth Day Celebration
- First Night Missoula
- GermanFest
- HempFest
- International Choral Festival
- KidsFest
- Missoula Symphony in the Park
- PedalFest / Tour de Fat
- PetFest
- Wild Fest / International Wildlife Film Festival
- Concerts (Sammy Hagar, Jewel, Chris Isaak, etc.)
- Weddings, Reunions, Business Socials



Admission Free Revenue Generation

Out to Lunch	\$37,000
Downtown ToNight	\$49,000
Garden City BrewFest	\$35,000
Garden City River Rod Run	\$15,000
River City Roots Festival	\$80,000
Macy's Parade of Lights	\$2,500
Caras Park Rental	\$24,000
TOTAL GROSS REVENUE	\$242,500
PERCENTAGE OF MDA BUDGET	59%

Event Expenses

Out to Lunch	\$24,000
Downtown ToNight	\$26,000
Garden City BrewFest	\$20,000
Garden City River Rod Run	\$6,500
River City Roots Festival	\$60,000
Macy's Parade of Lights	\$2,500
Caras Park Rental	\$23,000
TOTAL EXPENSES	\$162,000
PERCENTAGE OF MDA BUDGET	39%

MDA's Model for Success

- Business Sponsorships!
 - Marketing Opportunity for Them
 - Upfront Dollars for Us
 - Covers Cost of Entertainment & Marketing
 - Makes the Event Admission Free
 - Reduces Risk on the Sunshine Gamble
 - Builds Relationships & Community Support
 - Win-Win for Everyone! Including Consumers!!



FIRST SECURITY BANK

of Missoula



ENTER TO WIN
FREE
UMBRELLA
&
COOLER
BACKPACK

WE HAVE A
COOLING ACCOUNT
THAT'S RIGHT FOR YOU

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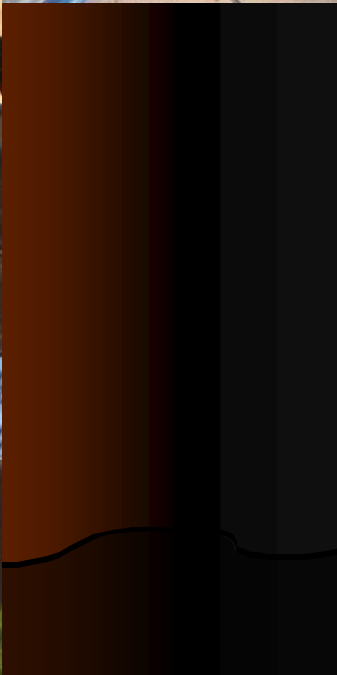
M D A 's Model for Success

- Vending Relationships!
 - Need Consistent & Professional Vendors!
 - Season-Long Commitments
 - Strict Standards and Good Enforcement
 - Small Upfront Fees (\$300 series; \$0 single)
 - Percentage of Gross (5%, 7%, 15%)
 - Builds Business & Revenue for Both Parties
 - Food Variety and Quality Top Priorities!



MDA's Model for Success

- Media Relationships!
 - Imperative for Marketing
 - Good Community Relations and Exposure for Them
 - Good Support, Marketing and Communications Opportunities for Us
 - Connects Media and Businesses
 - Builds Business, Relationships & Revenues for All



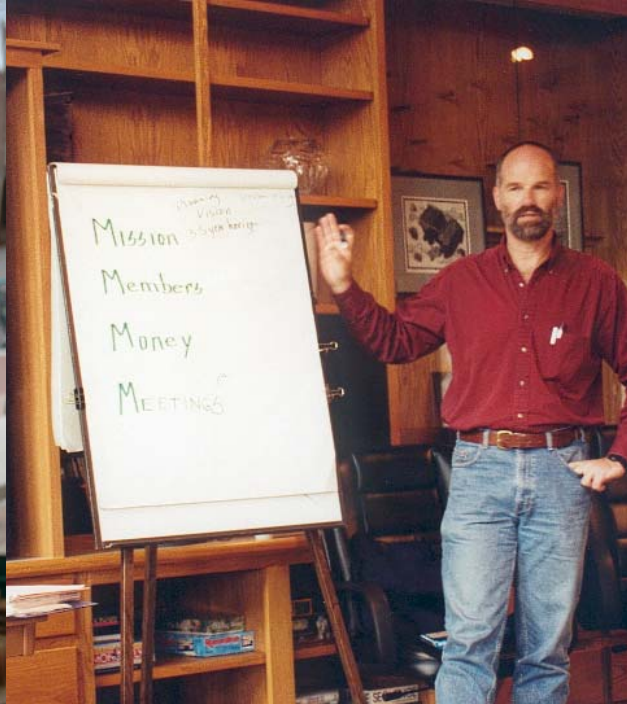
MDA's Model for Success

- Great Volunteers & Staff!
 - 1 Staff, 1 Board Member Leading Each Effort
 - 6-15 Committed Volunteers to Plan & Staff
 - Weekly meetings at 8am, 12pm or 4pm
 - People Willing to Buy & Sell Sponsorships
 - Benefits such as free wristbands or t-shirts, end-of-season celebration, opportunities to promote, network, build our community and develop new friendships
 - Recognition & THANK YOU a Must!



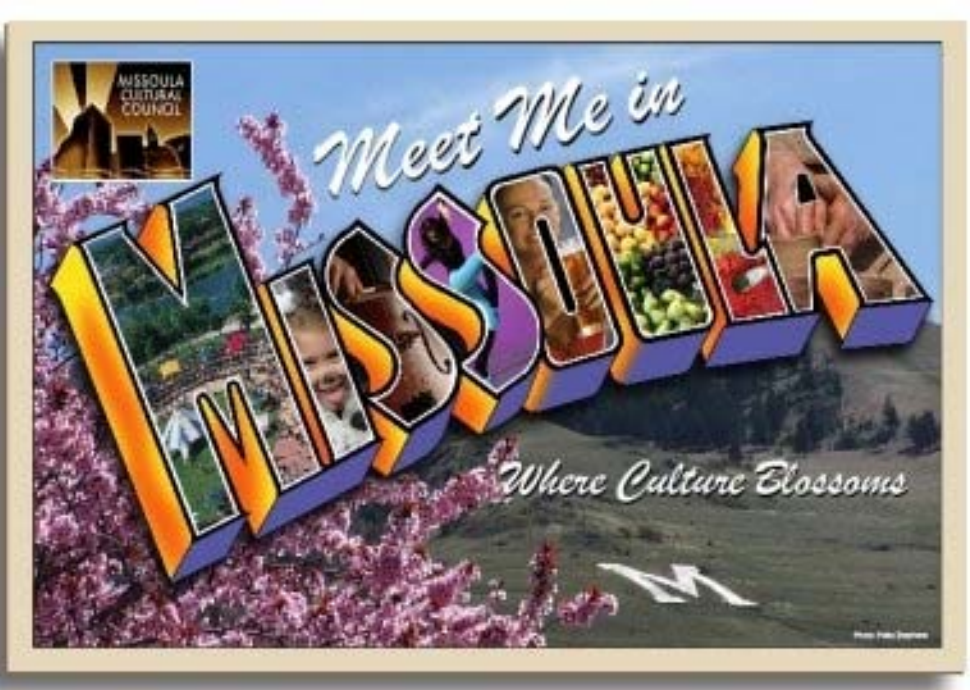
MDA's Model for Success

- Committed & Dedicated Board Members!
 - Attendance
 - Write articles
 - Participate in both a mission committee and an event committee
 - Staff events
 - Sell sponsorships and/or tickets
 - Attend public meetings on MDA's behalf
 - Build relationships with 20-30 members each year and serve as go-to board rep for those members



Community Partnerships

- Missoula CVB & Cultural Council (Marketing)
- Grizzly Athletics (Griz Encounter at DTTN)
- Run Wild Missoula (Roots Run)
- SpectrUM (Children's Activities at OTL)
- Missoula Art Museum (variety)
- Zoo Town Surfers (Kayaking Fun)
- Sustainable Business Council (Greening)



Municipal Relationships

- Health Department (food & beverage)
- Police Department (safety & security)
- Public Works Department (street closures)
- Fire Department (access & propane)
- Parks Department
- Parking Commission



Vending the Alcohol

- Montana Department of Revenue allows certain types of organizations to apply for a special permit to sell beer & wine.
 - 501(c)6 chamber or business leagues are allowed 12 per year at \$10 per day
 - Must have liquor liability insurance
 - Require ALL to show ID; sell wristbands
 - Must have appropriate and trusted servers
 - Use Vendors outside those 12 days



Attention to Detail

- Garbage & Recycling
- Restrooms (clean, accessible and enough)
- Security (police, sheriff or private)
- Shade & Seating
- Accessibility
- Transportation & Parking
- Marketing
- Sound Reinforcement (management!)

Getting Started

- Seek the City's Blessing
- Choose Date, Time & Venue
- Find 5-10 Dedicated & Motivated Volunteers to Plan and Staff (4-5 months)
- Develop Budget
- Develop Sponsorship Sales Sheet
- Develop Vendor Solicitation & Contract
- Find Volunteers



Know When to Say When!

It's okay to give up an event.

- Factors might include:
 - low attendance
 - difficult to sell
 - tired flavor
 - more work than it's worth
 - not enough revenue
- MDA Examples:
 - Blues & Brews
 - Downtown University
 - Spring Fling
 - Salsa Night
 - Hoedown
 - Soul of Missoula

Out to Lunch – 2008 Revenue

Sponsorships	\$15,000
Vending Fees-Initial	\$8,000
Vending Fees-7%	\$10,000
Shuttle Service Sponsors	\$3,000
Basket Pass	\$1,400
TOTAL	\$37,400



Out to Lunch – 2008 Expenses

Entertainment	\$10,000
Sound Reinforcement	\$5,000
Contracted Staff (ORI)	\$4,000
Park & Ride Shuttle	\$3,000
Marketing	\$1,000
Miscellaneous	\$500
TOTAL	\$23,500

Roots Fest – 2008 Revenue

Sponsorships	\$45,000
Bar, Wristbands, T-Shirts	\$32,000
Art Show	\$4,000
Food Court (15% gross)	\$3,500
Run Registration	\$5,000
TOTAL	\$89,500



Roots Fest – 2008 Expenses

Entertainment (includes stage, sound, lights)	\$30,000
Food, Beverage, Mugs (beer mostly)	\$11,000
Marketing	\$10,000
T-Shirts (250 volunteers!)	\$3,500
Security	\$2,500
Street Closure (contracted service)	\$2,000
Porta-Potties (24 + 3 sinks)	\$2,000
Children's Fun Festival	\$1,000
Garbage & Recycling	\$1,000
Permitting	\$500
Hospitality (bands, volunteers)	\$500
TOTAL	\$64,000

Summary

- Great events contribute to the economic well-being of our communities.
- They create opportunities to engage with our fellow community members.
- They create opportunities for commerce.
- They create revenues for our non-profit organizations, Downtown businesses, sponsors, vendors and musicians.
- They revitalize our Downtowns!!

Planning Great Events

Questions from the Audience

Producing Great Events - Good for Your Community and Good for You!

By

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Montana Main Street Association

2008 Conference – September 29-30 – Butte, Montana